Community Bike Safety

IDEA BANK

This booklet of ideas is part of a bike safety kit developed for use by schools, communities, youth groups, service organizations, and other safety advocates. In creating this kit, we worked with many people throughout Massachusetts and other states--teachers, safety officers, injury prevention specialists, and private citizens. These are some of their best ideas for running successful bike safety and education projects. Other materials in the kit contain more ideas.

Developed by the Massachusetts Department of Public Health
Funding from the American Academy of Pediatrics.

Reprint funded by :
The Governor's Highway Safety Bureau
William F. Weld, *Governor*
Nancy J. Luther, *Director*

Table of Contents

Publication No. 17341 - 36 - 500- 1.44 - 4/93 - C.R.
Approved by: Philmore Anderson III, State Purchasing Agent

FUNDRAISING IDEAS

Local statistics on biking injuries are often better than national figures in persuading local policy-makers and contributors that bike safety is an important issue. Such statistics can convince people of the seriousness--and community costs--of biking injuries and fatalities. Unfortunately, bicycling statistics are often hard to obtain. Check with your local police department, the Registry of Motor Vehicles, or the state Highway Department--all may have information on biking injuries and fatalities in your community or neighborhood. (It's also worth pointing out that well over half of all biking injuries probably go unreported.) Here is a sample sheet of information about recent fatalities and injuries from the Registry of Motor Vehicles.

MAIR592M 05/15/92 MASSACHUSETTS REGISTRY OF
CITY/TOWN NAME: BOSTON ACCIDENT INFORMATI
LOCATION CODE : 001 ACCIDENTS BY CITY/T
01/01/91 THRU 1

ACCIDENTS		INJURIES		TYPES OF NON-FATAL
FATALS	39	FATAL	41	SERIOUS VISIBLE
INJURIES	6065	NON-FATAL	8376	MINOR VISIBLE
PROPERTY DAMAGE	11877			COMPLAINTS
TOTAL ACCIDENTS	17981			

ACCIDENT INVOLVED COLLISION WITH		COLLISION TYPE		
PEDESTRIAN	416	REAR END	5243	STOP SIGN
MV IN TRAFFIC	12469	ANGLE	6993	YIELD SIG
MV PARKED	1910	HEAD ON	498	WARNING S
TRAIN	16	NOT SPECIFIED	5247	SIGNAL LI
RAN OFF ROAD	362			OFFICER O
BICYCLE	123			RAILROAD
OVERTURNED IN ROAD	54	ROAD SURFACE		RAILROAD
RAN OFF RD NON-COLL	49			CONTROL D
HIT FIXED OBJECT	587	DRY	12163	NO CONTRO
SCHOOL BUS	71	WET	3891	NO TURN O
TRUCK	928	SNOWY	350	NOT STATE
MOPED	4	ICY	252	
OTHER	495	OTHER	62	
NOT STATED	1855	NOT STATED	1263	

LIGHT CONDITIONS		WEATHER CONDITIONS		
		CLEAR	11352	HIT MEDIA
		FOGGY	245	HIT GUARD
		CLOUDY	1839	HIT CURB
DAYLIGHT	12529	RAIN	553	HIT AUTH
DAWN OR DUSK	113	SNOW	107	HIT SIGN
DARKNESS ROAD LIGHTED	1036	SLEET	6	HIT UTILI
DARKNESS ROAD UNLIGHTED	94	NOT STATED	92	HIT TRE
NOT STATED	98			

**** END OF REP

MORE FUNDRAISING IDEAS

Sometimes it is easier to gather **small donations**--$10 or $20--from a dozen or more local businesses and community groups. Each contributor can then be noted as a supporter of bike safety materials or programs.

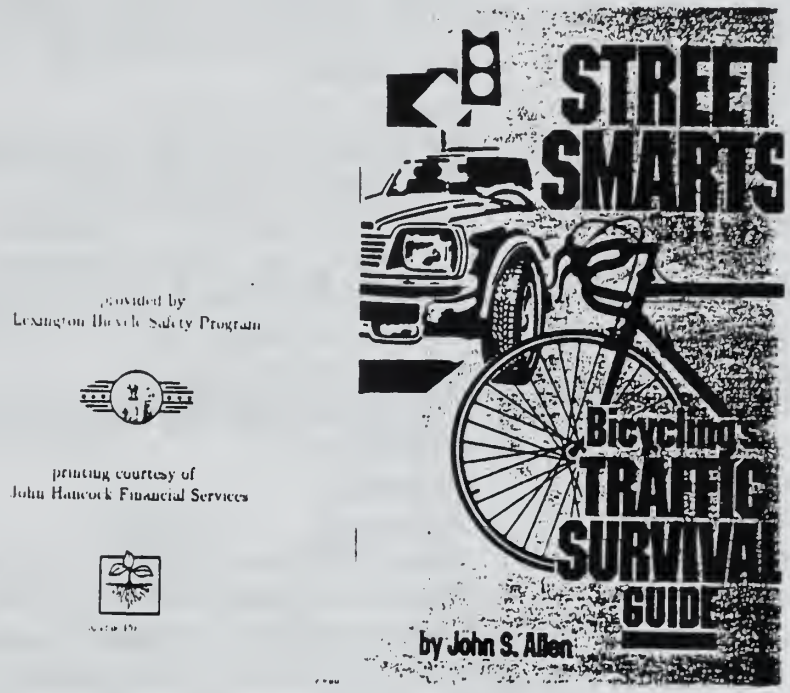
When soliciting funds for a bike safety project, **be specific**. First decide what you need. Then tell your audience exactly what they will be supporting (e.g., discount helmets, rodeo materials, bike reflectors, safety coloring books).

A **community service group or PTO might be willing to buy videotapes** for a local library or school, **or purchase bike helmets** for community bike safety events.

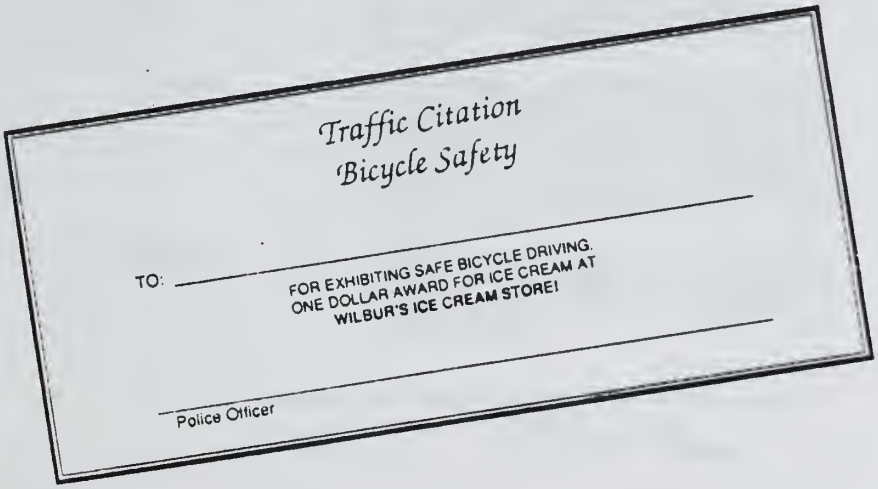
Remember, you're not just promoting biking skills, but **many transferable skills** for dealing with traffic, road signs, pedestrians, and road hazards.

MORE FUNDRAISING IDEAS

Some organizations prefer to **donate materials or services—"in-kind" giving**—rather than money. Offering to provide printing services, advertising space, or food and drink can be as useful as cash. Also, in-kind gifts give their donors a sense of participation and an investment in your campaign's success.



A local Kiwanis Club sponsored these one-dollar coupons at an ice cream parlor in Scituate. Police officers gave them as "**citations**" to children who were "caught" practicing safe riding techniques.



COMMUNITY-BASED IDEAS

Look for **support everywhere**--police departments, recreational departments, bike shops, bike accessory manufacturers, medical professionals, youth groups, service organizations, and bike clubs. A successful community bike safety program will involve many different agencies, organizations, and interest groups.

Fire departments
Police departments
Elder services agencies
Hospitals
Emergency medical services
Group medical practices
Voluntary agencies
Churches
Medical schools
Schools of public health
Schools of nursing
Pharmacists
Health and other educators
Department or Board of Health
Department of Motor Vehicles
Department of Parks & Recreation
Department of Social Services
Department of Transportation
Department of Mental Health
Department of Education

State alcohol and drug authority
Children's services agencies
Red Cross
Poison control centers
Local businesses and labor groups
Parent/teacher associations
American Academy of Pediatrics' chair for Accident and Poison Prevention Committee
Health maintenance organizations
Insurance companies
Social and civic groups
Community officials (Mayors, etc.)
Legislators
Architects
Engineers
Mothers Against Drunk Driving (MADD)
Students Against Drunken Driving (SADD)
Regional offices of federal agencies:
U.S. Consumer Product Safety Commission
National Highway Traffic Safety Administration
U.S. Public Health Service

MORE COMMUNITY-BASED IDEAS

Develop a simple, catchy **logo and slogan** for your campaign. One helmet campaign is called LIDS FOR KIDS. Another advises, "Head Out With a Helmet." Another safety program grabbed attention with: **"DON'T BE A STREET STAIN!"**

If you like a slogan from another group, check with them about using it--they may be thrilled! Promote your slogan with flyers, posters, stickers, and/or T-shirts.

Daycare providers are usually receptive to safety-related programs; good safety habits are best learned at an early age. Even tricycle riders should wear helmets.

Make bike safety and skills a **Girl Scout or Boy Scout** safety badge.

County **Cooperative Extensions** sponsor 4-H clubs, which are often looking for educational programs.

ABOUT 4-H

What is 4-H ?

4-H is a national voluntary educational program for boys and girls aged 9 to 19. In Massachusetts, 4-H is sponsored by the University of Massachusetts at Amherst, the U.S. Department of Agriculture, and the Massachusetts 4-H Foundation, Inc.

Originally an organization for rural youth. 4-H has expanded its scope to reach all youth.

Objectives

4-H wants to provide youth with opportunities that they might not receive elsewhere, to stimulate their interest in new subjects, and to encourage active involvement in their communities. Above all, 4-H wants to help each individual realize his full human potential.

Programs

4-H Plant Science is one of the varied programs available to Plymouth County youth. 4-H provides learning opportunities in sewing, handicrafts, indoor and outdoor gardening, nutrition, pet care, embryology, babysitting, and many other fields. In addition, 4-H'ers are eligible for camping, fairs, 4-H conferences, exchange programs, scholarships, etc. All 4-H programs are open to the public without regard to race, color, or national origin.

Services

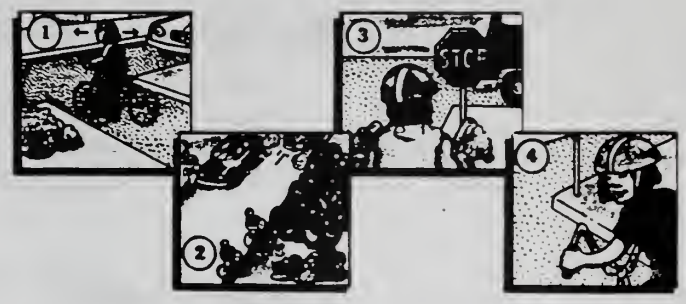
The Plymouth County 4-H staff provides subject-matter training, educational support materials, and guidance to teachers, community agency staff, and volunteer leaders who work with youth. These services are available without charge.

For more information, please contact: Plymouth County Extension Service
High Street
Hanson, Mass. 02341
Phone: 293-3541 or 447-5946

Make sure your materials are geared for **different ethnic and linguistic groups** in your community. (The sample here is taken from the Safe Kids magazine in the display folder.)

Evite los accidentes de bicicletas:

LIMITE el uso de las bicicletas a las aceras, senderos o calzadas para bicicletas hasta que su niño demuestre que sabe guiar bien y observar las reglas básicas de tránsito (como a los 9 años de edad). Enseñe a sus niños (de 9 años o mayores) a seguir estas reglas básicas de tránsito.



1. **PARE** antes de entrar a calles transitadas por automóviles. **MIRE** hacia la izquierda, hacia la derecha y hacia la izquierda otra vez. Cuando no haya tráfico, entonces **ENTRE** a la calle.

2. **MANEJE** en el lado derecho, con el tráfico.

3. **OBEDEZCA** las señales de alto y deténgase en la luz roja. (Los niños menores de 12 años deben desmontarse de sus bicicletas y caminar al llegar a cruces donde hay mucho tránsito.)

4. **MIRE HACIA ATRÁS** y **CEDA** el paso al tráfico que venga detrás antes de virar a la izquierda en los cruces.

PRACTIQUE ESTAS REGLAS CON SUS HIJOS.

MORE COMMUNITY-BASED IDEAS

If supplies and money are tight, provide **one copy of reproducible materials**, and ask people to copy what they need. Copy onto lively colored paper rather than white for extra appeal. (Teachers are allowed to copy most materials for educational purposes.)

Be sure to allow participants **to develop their own ideas**--or change them...Don't create a plan that's too rigid--it might not be appropriate for all situations and times.

Emphasize to participants and donors that their efforts to change attitudes about biking safety and helmets will take time--don't expect **quick fixes**.

NETWORKING IDEAS

Networking means joining forces with other safety and injury prevention proponents in your community. Here is one list of **potential allies** in bike safety work:

professional medical organizations
American Academy of Pediatrics
community clinics
hospital associations
head injury associations
spinal cord injury associations
sports injury associations
state health department
local health departments
public safety organizations
National Safety Council
parent-teachers associations
Saving Lives programs
public interest research groups
Consumer Product Safety Commission
YMCAs
mother's groups
service groups (Kiwanis, Rotary)
bicycling organizations
American Automobile Association
safety officers
park and recreation departments
newspapers, radio and TV stations
children's lobbying groups
schools
transportation personnel
day-care centers
Head Start programs
schools of medicine
schools of public health
private businesses

(Refer to the **list of Massachusetts-based bike advocate contacts** in this kit—teachers, administrators, safety advocates, health professionals—to find out more about successful bike safety programs.)

MORE NETWORKING IDEAS

In Tucson, the local Safe Kids coalition joined forces with a health maintenance organization to distribute over 2,000 bike helmets.

Tucson Helmet Program Saves Lives

Thanks to an unusual bike helmet giveaway program run by the Tucson SAFE KIDS Coalition and the Partners Health Plan of Arizona, three Tucson children are alive and uninjured today.

Within a week from the day that the helmets were given away, each of the three children was involved in a serious crash.

Danielle Gary, age 9, was struck by a car on her way to school, damaging her bicycle beyond repair. Sean Aiken, age 12, was riding down the street when he was hit by a car. His head struck and broke the windshield of the vehicle and his bike helmet was split in two. Nine-year-old Tracy Heran's front bicycle tire came off, causing Tracy to fly over the handlebars.

Because they all were wearing their new helmets, none of the children was seriously injured.

"The fact that we didn't have to admit any of these children to an ICU makes all of the work that we do worthwhile," said J. Randall Ogden, Director of the Tucson SAFE KIDS Coalition.

Lori Bryant, Vice President of Partners, echoed Ogden's remarks. "It's extremely rewarding to see the results of this kind of a program. This, by far, has been the most successful public awareness program we've been involved in," she said.

Danielle Gary and mother Deborah with bike helmet that prevented a serious injury

Since October 1991, the Tucson Coalition and Partners have given away 2,150 bike helmets through an innovative program called the Kids Only Club. New Partners' members with children ages 5 to 12 are invited to enroll their children in the club. Initially, the children receive a free bike helmet or a discount coupon for bicycle gear if they already have a helmet. Throughout the year, they receive a T-shirt, stickers, decals and other safety items, including National SAFE KIDS Campaign materials. There are now 8,000 club members.

Partners had planned to end the program in August 1992, but now plans to continue it indefinitely. "We feel if we've saved one child from a serious head injury, the program has more than paid for itself," Bryant said. "We have three children who are insured by us and who were in serious crashes, but not seriously injured because of the program. That makes it easy to go to our board of directors and request additional funding for the program."

MORE NETWORKING IDEAS

Don't reinvent the wheel. Sometimes you can piggyback on **existing community programs** or copy their ideas (e.g., logos, slogans, contacts with media and local businesses). Notice that this safety day in Wellesley combined several safety issues, and was organized by several local groups.

SAFETY DAY

WHEN: Saturday, April 30
10:00 a.m. — 2:00 p.m.

WHERE: Wellesley Green
(in front of the Post Office)
Corner of Washington & Grove

WHAT: Displays and Lectures on.
- Bicycle Safety and Registration
- Seat Belt Convincer Ride
- Water Safety
- Household Safety
- Crime Prevention
- Home Fire Prevention
- Emergency First Aid
- Electrical Dangers
- Fingerprinting

Fire Engine

COME SEE: Fire Engine, Ambulance, Trauma Unit and Public Safety Emergency Services Unit

SPECIAL EVENTS:
- ★ Bike Rodeo — test your bike skills
- ★ Bicycle Parade — 11:30 a.m. — decorate your bike
- ★ Face Painting

SPONSORED BY: [illegible]

SCHOOL-BASED IDEAS

Enlist older students (such as sixth graders) to help run on-bike classes for younger kids.

Make **your own posters** by enlarging materials using a photocopier.

Like all subjects--English, mathematics, history, geography--biking curricula should **use the right level of language, abstract thinking skills, and motor skills** for a particular age group.

When showing a bike safety video (most of them are less than 30 minutes long), **pause** the videotape regularly to discuss what's going on in a particular scene.

Make sure schools provide adequate **space for storing helmets and bikes**, preferably inside.

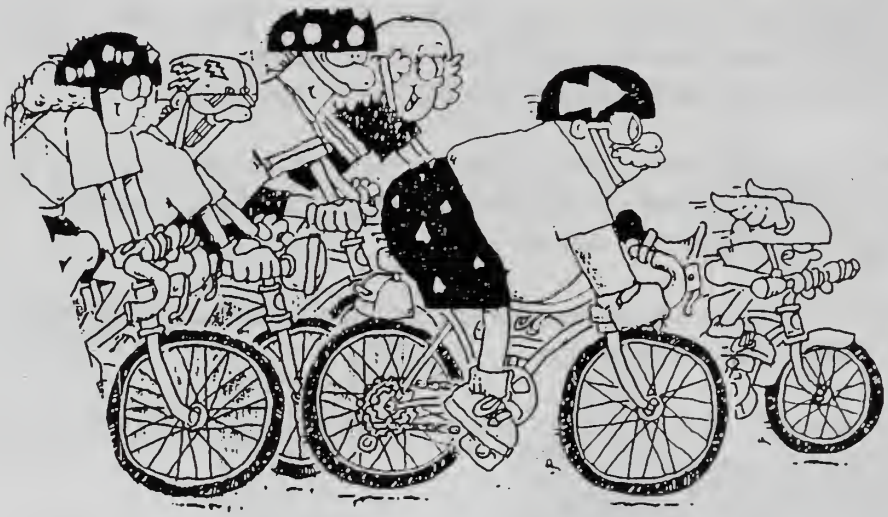
Teachers and staff members who ride their bikes to school can act as **role models.**

Students who become enthusiastic helmet-wearers may **embarrass parents into wearing helmets.**

Parents-teacher groups can **research and disseminate the best biking routes in your neighborhood** or community. Use local police reports to discover high-risk spots.

MORE SCHOOL-BASED IDEAS

Organize an **after-school or weekend "bike hike"** for older students: pack a lunch and visit a favorite local historic or natural site, as two elementary school teachers in Scituate did.



DEAR PARENTS,

WE ARE SPONSORING AN AFTER-SCHOOL HISTORICAL BICYCLE TOUR FOR ELEMENTARY SCHOOL CYCLISTS IN GRADES THREE, FOUR AND FIVE. WE ARE OFFERING THIS HISTORICAL TOUR TO THE LAIDLAW HISTORICAL SOCIETY BUILDING (FORMALLY THE LITTLE RED SCHOOL HOUSE, BEHIND THE GATES SCHOOL) ON WEDNESDAY JUNE 10TH. WE WILL LEAVE SCHOOL AT APPROXIMATELY 3:00 P.M. AND ARRIVE AT THE HISTORICAL SOCIETY BUILDING AT 3:30 P.M. AN ARCHEOLOGIST WILL GIVE A TALK TO THE CYCLISTS ON NATIVE AMERICAN ARTIFACTS.

PARENTS ARE REQUESTED TO PICK UP THEIR CHILDREN PROMPTLY AT 4:00; UNLESS THEY HAVE GIVEN THEM WRITTEN PERMISSION TO RIDE HOME FROM THE LAIDLAW HISTORICAL BUILDING.

PARENTS ARE WELCOME TO JOIN THE TOUR.

SINCERELY,

ROB PLATKA

MARTIN GRASSIE

****

I GIVE PERMISSION FOR_____TO PARTICIPATE IN THE FOLLOWING AFTER-SCHOOL ACTIVITY. ( ) BIKE RIDE JUNE 10TH 3:00 - 4:00 P.M.

I WILL PICK MY CHILD UP AT 4:00

_____

(PARENT SIGNATURE)

I GIVE PERMISSION FOR MY CHILD TO RIDE THEIR BIKE HOME AFTER THE BIKE RIDE (THEY WILL LEAVE THE LAIDLAW HISTORICAL SOCIETY BUILDING PROMPTLY AT 4:00 P.M.)

_____

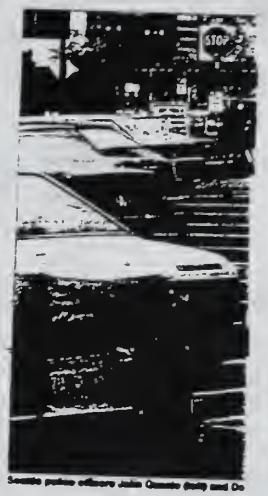
(PARENT SIGNATURE)

MORE SCHOOL-BASED IDEAS

Use **newspaper clippings about biking** to discuss bicycling laws, helmets, bike paths, injuries, and related topics.

18-speed pursuit

Cops on bikes



Seattle police officers Jackie Quesada (left) and Do

By Nina Kurmena Gideon

Seattle

THE driver of the stolen car probably didn't have time to realize what happened.

Sandwiched anonymously in gridlock traffic in downtown Seattle – no police vehicles in sight – he probably felt safe.

What the thief didn't know about was the city's police bicycle squad.

Alerted to the whereabouts of the hot car, four officers began pedaling, swiftly threading their way through the bumper-to-bumper snarl to apprehend the insuspecting driver. In a few minutes the bike squad had

One of their greatest advantages is speed, something this writer experienced firsthand.

"Where should we wait for you?" the patrolman asked Mr Grady. The officer was kindly chauffeuring me by car to Pike Place Market, to rendezvous with Grady and the other cycling cops.

"Aw, we'll beat you there," Grady said.

Sure enough, five minutes later we arrived at the famous open-air market. 10 blocks away, and there was Grady, calmly waiting atop his aluminum steed – an 18-speed mountain bike.

Two enthusiasts start the

The

position is expected to be filled soon.

The bike squad officers are "pro active," meaning they take no calls; instead they are constantly on the lookout for problems. Many of their arrests have been surprised

traffickers.

to move b

around in a

where four

able) to tres

The squ

only

A radio call wi

quick backup

Tom Tingle / THE PHOENIX GAZETTE

Thirty buses have the bicycle bike racks that are attracting new passengers.

Encouraging cycle

Use of bike racks on buses impresses Phoenix officials

By Mike Padgett

THE PHOENIX GAZETTE

Halfway through a six-month test period, Phoenix's experiment with bike racks on about 30 buses has surprised city and county officials.

Not only is the program attracting more and more bicyclists, it is attracting people who didn't regularly use the buses, a survey shows.

During March, when the test began, 162 people loaded their bicycles on the chain-mounted racks and climbed aboard the Valley Transit System and Valley Metro buses.

In April, that number [illegible]

"We're very surprised," Manske said. "If it continues the way it's going, I don't think it'll be too much longer when we'll be considering putting racks on all of our buses. We have about 350 buses."

Tom Oliver, director of Maricopa County's bicycle program, said he didn't expect the ridership to be this high so soon after the racks were installed.

"It's unbelievable. And the most-used route is route 72, which is that Scottsdale route down Scottsdale Road to ASU," Oliver said. "So even with school out, they still have a large ridership. They did not have a great reduction on that route when school ended."

"It was surprising to us," [illegible] said. "That heartens me [illegible] would be a controlling factor."

"If it continues the way it's going, I don't think it'll be too much longer when we'll be considering putting racks on all of our buses. We have about 350 buses."

Neal Manske
Deputy public transportation director

Mon., July 8, 1991 THE PHOENIX GAZETTE

Work to roll on commuter bicycle path

By HARVEY DICKSON

Work on the 11-mile Minuteman commuter bike path linking Bedford to the Alewife Red Line station in Cambridge begins next week, officials said yesterday.

The $2 million project will take about two years to complete, although the section through Arlington may be ready next year. Transportation Secretary Richard L. Taylor estimated that 10,000 riders a day would use the path.

Arlington's director of planning and development, Alan McClennen, launched the drive for a bike path in 1974. The MBTA bought the right-of-way in 1977 to make room for Red Line expansion — which, eventually stopped at Alewife and cleared the way for the bike path.

Still, McClennen said, "It took us 20 years to convince all the agencies that it was a good idea."

Once that was accomplished, he said, local boosters of the project enlisted the Washington advocacy group Rails To Trails, which specializes in that kind of conversion.

Rails To Trails lobbied the Interstate Commerce Commission to permit the B&M Railroad, former owner of the tracks to give them up — and

MORE SCHOOL-BASED IDEAS

Other biking clippings can be used to discuss **scientific and technical ideas**, such as new helmets designs and new bike safety accessories.

THURSDAY, JULY 10, 1986 THE CHRISTIAN SCIENCE HOME & FA

Guide for buyers

A bike for all seasons

The utility bicycle is built to handle bumps and car

By Mark Spain
Special to The Christian Science Monitor

Jack Hadigan had seen better days.

The first sign of trouble on his Sunday morning bike ride was the rain clouds. Eventually they unloaded, chasing him and his fenderless bike off the street.

"I pulled into a fast food restaurant, got one of their utility bags that they put the garbage in, and draped that over me."

Otherwise, what the rider needs is a bike specifically set up for utilitarian use, or, a "utility bike." Although there is no such category on the market, bicycles sold as "city bikes" and "long distance touring bikes" come close enough.

City bikes were created to fill a void in the cycling repertoire, addressing the needs of the urban cyclist. The bikes still vary a good deal in features

cally design of city cycl advantages distance to have geom safe mount

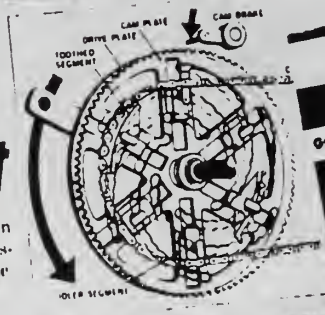
The tou dard-diam also per Bridgestor proof by

One-thumb, 15-speed shift

A variable-sprocket design makes this bike transmission simple and easy to use

By STUART F. BROWN
Photos by Greg Shorko

Just pull the lever on the handlebar and pedal forward or backward and you're ready to ride in inventor Roger Hadaigar's collection of prototype bicycles. Equipped with his unorthodox looking transmission, I pulled the lever and started the pedals slightly forward a [illegible] sound emanated from [illegible] using the



Hadaigar transmission consists of cam plate, which has six stepped spiral slots molded into it, and drive plate. Chain wraps around six sliding segments—two are toothed, four are grooved idlers. When shift lever is pulled, cam brake stops rotation of cam plate, causing segments to move outward or inward along the spiral slots, depending on direction of pedal rotation. This changes the size of the front chain wheel. Segments come to rest in any of 15 sets of detents in spiral grooves. Single lever on handlebar stop [illegible] shifter. Device at rear [illegible] that feeds

D2 THE

Technology | Barnaby J. Feder

Improvements In the Bicycle

THE pace of bicycle evolution has increased in recent years, thanks largely to the well-publicized and startlingly successful effort to design cycles that would give the United States Olympic team in 1984 an advantage over riders from other countries.

"When I started in 1981, people were more worried about what color to paint cycles than how to improve them," said Edmund Burke, director of sports science and technology for the United States Cycling Federation. "We took a very dormant industry and shook it up."

To be sure, the BMX-style bicycles that look like motorcycles used in dirt track racing have proved popular in the children's market, and a variety of broad-tired, tougher bicycles have been developed for urban commuters and off-the-road enthusiasts. But bicycle designers concede that these represent relatively straightforward evolution of the designs that have dominated cycling throughout the century. Radical changes, such as attempts to create enclosed, three-wheeled or four-wheeled vehicles pedaled from a seated position that would be more comfortable and efficient than traditional bicycles, have repeatedly failed to live up to the hype of their inventors.

The

end of the market. New assembly te being used along with the new materia the help of computers, designers for m nies in the industry are tinkering wit from wheels to safety helmets.

"User-friendliness" has been adopt computer industry as one goal for bic tors. Thus, a number of companies ar for ways to replace the standard gea some form of automatic transmission leading manufac derailleurs les), such as ed the mark simpler is just beg hat sell hi ind fiber ninum w he centu ters' wi t tubing th alu ble to mai m of e ric

Saturday Review
August 1985

TOOLS FOR LIVING

GOING FARTHER ON TWO WHEELS

here is nothing on the market to compare in quality or convenience — a full size 10 speed racing bike that folds in half to slip into a car trunk or closet. Thanks to the patented hinge assembly methods are required — just unfasten the back knob and fold to a size 16" x 16" x 16" that fits easily in the back of a sub-compact vehicle or behind your office door. Saves hassling with bike racks or worrying about security. But the most remarkable thing is this folding bike gives up nothing in performance: full size 26" gum wall tires, Shimano derailleur underslung handlebars, long [illegible] bikes with extension levers, vinyl wrapped underslung handlebars. [illegible] — the bike was invented by a Detroit [illegible] could really get from 2 wheelers. The [illegible] of Apple [illegible]

MORE SCHOOL-BASED IDEAS

Try to get **parents involved** in bike safety programs. Tell them what you are doing and solicit their help in running on-bike classes. Parents who work together on bike programs may feel more confident in getting their kids to wear helmets. Make sure all participants--including volunteers--wear helmets while cycling.

SCITUATE PUBLIC SCHOOLS
PHYSICAL EDUCATION

DEAR PARENT(S):

RIDING A BICYCLE IS AN IMPORTANT PART OF GROWING UP. YOUR CHILD WILL BE RECEIVING INSTRUCTION IN BICYCLE SAFETY AND HANDLING AS PART OF THEIR PHYSICAL EDUCATION CLASSES OVER THE NEXT THREE WEEKS. CLASSES WILL BE HELD ON THE SCHOOL'S PLAYGROUND WITH CHILDREN USING THEIR OWN BIKE OR SHARING ANOTHER STUDENT'S. WE WILL EXERCISE CAUTION IN THE USE OF YOUR CHILD'S BICYCLE. YOU SHOULD BE AWARE THAT WE CAN'T BE RESPONSIBLE FOR POSSIBLE DAMAGE TO THE BICYCLE.

YOU CAN HELP MAKE THIS PROGRAM SUCCESSFUL BY REINFORCING WHAT YOUR CHILD IS LEARNING IN SCHOOL. TOGETHER WE CAN HELP OUR CHILDREN ENJOY RIDING THEIR BICYCLES AND INSURE THEIR SAFE BICYCLING FUTURE.

IF YOU HAVE ANY QUESTIONS ABOUT THIS PROGRAM PLEASE FEEL FREE TO CONTACT YOUR CHILD'S PHYSICAL EDUCATION TEACHER AT THE SCHOOL.

SINCERELY,

MR. BRABAZON, P.E. TEACHER

MR. CONKLIN, P.E. TEACHER

WE NEED HELP TO ASSIST THE P.E. INSTRUCTOR WITH YOUR CHILD'S CLASS AT THE TIMES AND DATES LISTED BELOW. IF YOU ARE WILLING TO ASSIST, PLEASE INDICATE BELOW. YOU DO NOT HAVE TO RIDE A BIKE TO HELP.

DATE TIME

NAME

PHONE #

THE EGG-DROP EXPERIMENT

Purpose: To demonstrate the protective power of a helmet.

Materials: Several raw eggs
An overhead projector--or a table
A Pyrex dish
A styrofoam container that will hold an egg securely.

Steps:
1. Place a Pyrex dish on an overhead projector, or on a table that everyone can see.

2. Drop a raw egg on the dish, from only an inch or two above the dish and projector. You might first draw a face on the egg--such as the teacher's. Then enlist two students to perform the experiment, wearing lab coats and goggles, and holding a clipboard to record the exact height of the fall.)

3. Discuss how a brain is similar to an egg (liquid encased in a protective shell).

4. Secure an unbroken raw egg in a styrofoam container so that it won't jiggle. This is the tricky part. A helmet is usually too large to hold an egg securely. One teacher recommends a round, hollow lobster buoy sliced in half. Make a small hole in the bottom of the styrofoam container for visual effect, so that raw egg drippings will come out if the egg breaks.

5. Tell the student-helpers to drop the egg in a container from higher and higher. They should be able to drop a protected raw egg from over six feet without breaking it.

6. Take the egg out of its container and drop it again from a few inches above the dish--it will break.

7. Discuss how the egg has to be properly strapped into the styrofoam to be protected--like a helmet must be properly strapped onto a head.

8. Discuss that no container can protect you completely from injury in a serious collision--just as a raw egg will eventually break.

MORE SCHOOL-BASED IDEAS

THE GRAPE-ROLL EXPERIMENT

Purpose: This on-site exercise can impress upon students the importance of scanning on busy streets. NOTE: Only attempt this experiment if it is possible to do so without disturbing motorists.

Procedure: Take some students to a curb on a busy street--making sure it is safe. Crouch along the curb and allow one or more students to roll grapes randomly into the street. Tabulate how many grapes are crushed by oncoming vehicles.

Other people have developed other simple demonstrations to emphasize the fragility of the human brain and the seriousness of injuries to it, such as:

• Drop an egg into a bucket of sand and onto a brick, to demonstrate how sand absorbs an impact, while hitting a brick does not.

• Drop an old but expensive-looking piece of machinery, like an old computer or camera. Then inspect the damage to it. (Don't drop sealed products like TV screens, though.)

• Toss a ripe cantelope against the ground and appreciate the damage done to it.

• Have each student "adopt" an egg for about 20 minutes, imagining what they can and can't do with it to keep it safe and sound--just like their own brains.

MORE SCHOOL-BASED IDEAS

Ask **local biking and bike safety experts**--bike club presidents, bike shop owners, commuting adult cyclists, teachers who ride bicycles, and EMTs--to speak about helmet use and bike safety. (First, make sure they're lively speakers!)

CONTESTS CONTESTS CONTESTS

Use contests to teach bike safety and skills:

- design posters
- write essays or poems
- compose rap songs
- create slogans
- develop science projects
- make knowledge-based games (such as Jeopardy or Trivial Pursuit)
- write computer programs (e.g., fantasy bikes, ultimate bike routes, braking ability at various speeds).

Then display contestants' achievements on classroom, cafeteria, and gymnasium walls, or in windows of businesses.

RODEO IDEAS

Gather volunteers for rodeos, as well as bike fairs and bike days, from local service groups (e.g., Kiwanis, Rotary), bike clubs, and youth groups. Then spend lots of "pep talk" time informing them of their tasks before rodeo day--and make sure that they show up on the right day!

Distinguish volunteers in some way, e.g., name tags, arm bands, T-shirts.

Donations of food and drink can be solicited from local businesses, distributors, and franchises, especially makers of health-related drinks and snack foods, such as yogurt, bottle water, ice cream, and popcorn. Fast-food chains often will donate bulk juice drinks, pizzas, or free coupons for their products. Food as an incentive cannot be overestimated.

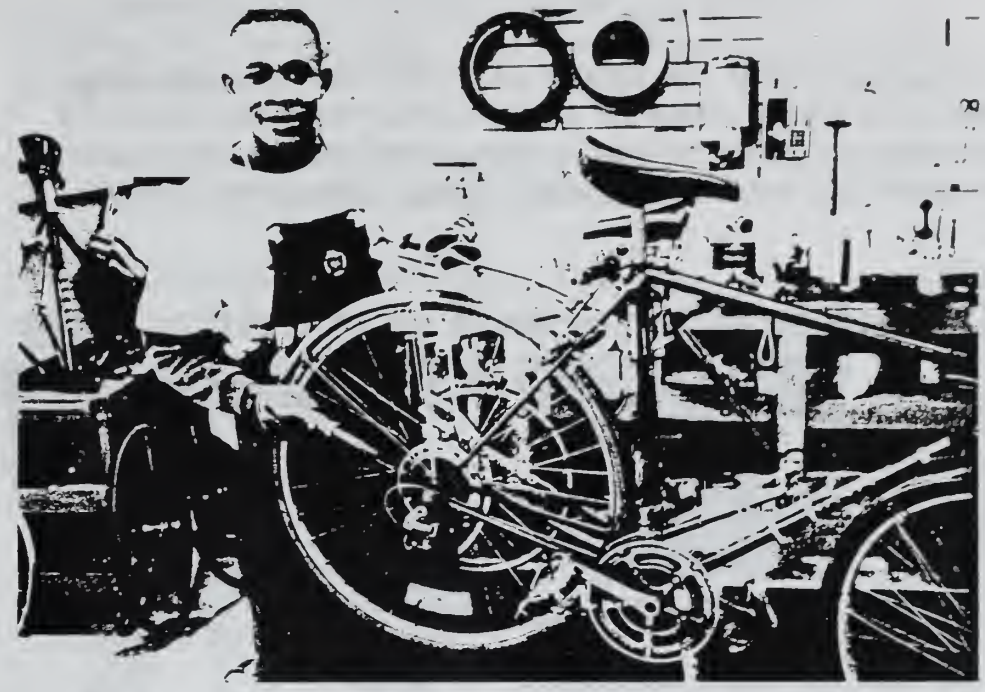
You may want to take advantage of business support by asking them to **donate items for a raffle**. Non-bike related items (gift certificates, products, services) are as appropriate as bike accessories. And of course a bike or helmet makes a first-rate prize!

Many materials can be recycled into **rodeo props**: plastic jugs partly filled with water substitute for traffic cones; foam packing forms can be used as cars, bushes, obstructions, and other objects; old stuffed animals can become road hazards; cardboard strips make good drainage gratings and railroad tracks.

Have an **ambulance and its crew attend a rodeo**, demonstrating how an injured person is placed on a stretcher, and so on, to emphasize the seriousness of injuries.

Ask bike shops to donate used bicycles or helmets to be loaned to children without them. If loaner helmets are used, some kind of hygienic protection needs to be in place. Some rodeo organizers have used paper towels to line helmets, others use surgical caps over the hair, while others use anti-lice spray inside the helmet.

MORE RODEO IDEAS



Bikes in poor condition can be a major bottleneck. Ask several **local bike mechanics** to bring their tools and do minor repairs and adjustments before kids enter the rodeo course. Make sure you have enough mechanics on hand, as well as supplies to do minor repairs, such as wrenches, oil, and pumps.

Get local businesses to donate **incentives** for kids who complete a rodeo, such as helmets, reflectors, and water bottles.

Make sure you have **activities for kids waiting** to go through the rodeo, such as:

- videotapes
- a "tour" of an ambulance
- bike-related games, such as "pin the helmet on the cyclist" (blindfolded youngsters try to see who can pin the cardboard helmet closest to the cardboard cyclist's head), or a round of "Simon says" testing younger children's knowledge of biking hand signals.

HELMET PROMOTION IDEAS

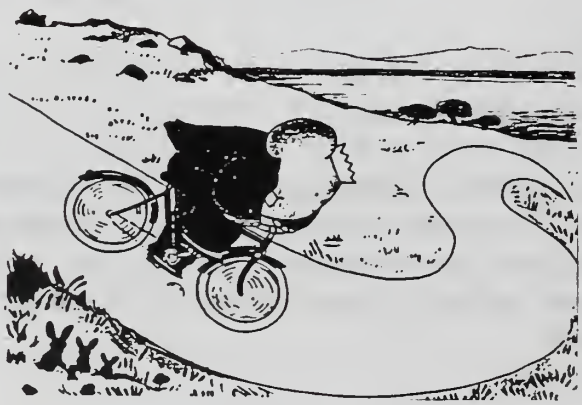
If a local newspaper runs **photos of unhelmeted cyclists**, write a letter to the editor, raising the issues of bike helmet use and injury prevention. Notice in the example below that even an article about bike safety can end up with photographs of unhelmeted youths!

REGION

Saturday, July 11, 1992

Bike safety effort scores with Celtics' help

Does Babar look like he might hurt his head if he fell?



MORE HELMET-PROMOTION IDEAS

Use a **damaged helmet** (donated by someone who would have sustained head injuries if they hadn't been wearing it) as part of a safety display.

Use newspaper and magazine clippings showing **athletes and other prominent figures wearing helmets**.

Use cool names for a helmet like:

skid lid

brain bucket.

And think up catchy slogans, like:

Helmet Power

"Keep a lid on it!"

Winter is a good time to promote helmets, too--as a holiday gift-giving idea. You might want to work with local bike retailers before the holiday season to urge them to include helmets in their print ads.

Some groups may want to create a **helmet bank**, loaning out helmets for special events. Once kids get used to wearing a helmet, they might ask their parents to buy them one.

MORE HELMET-PROMOTION IDEAS

LOW-COST HELMETS

Many parents will balk at spending $25--or more--on a bike helmet. And low-income families may not be able to afford them. Therefore making available lower-cost helmets is an effective way of increasing helmet use. The three main ways of obtaining low-cost helmets:

- One of the most common methods is **bulk helmet purchase programs**, run by some helmet manufacturers. (See sample brochure in display folder.)

- **Discount coupons** from helmet manufacturers or retailers. (See below and sample coupon program in display folder.)

- **Reduced price** helmets in discontinued styles from manufacturers.

SAVE $10.00* ON ANY BELL HELMET

TO BE PURCHASED AT THE BICYCLE SHOPS LISTED BELOW:

Go Sport
923 Newport Center Drive
Newport Beach, CA 92660
714-644-9952

Sample

REDEEMED BY
CUSTOMER NAME: _____
ADDRESS: _____
CITY/STATE: _____ ZIP: _____
MODEL PURCHASED: _____ PRICE: $ _____

COUPON EXPIRES: 12-31-91

BELL®

BELL BICYCLE, INC.
15301 Shoemaker Avenue
Norwalk, California 90650
Customer Service: 1-800-456-BELL
***OFF RETAIL PRICE**

Organization: Harborview School

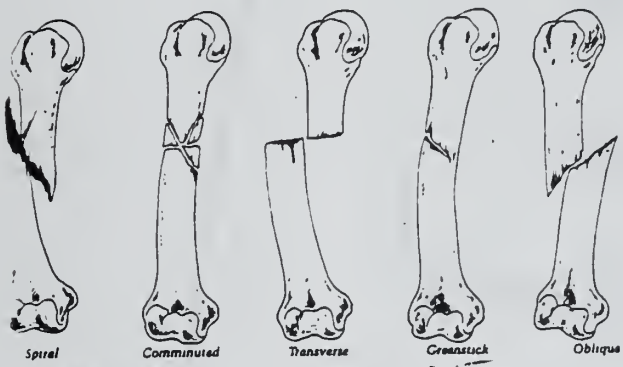
IDEAS INVOLVING MEDICAL PROFESSIONALS

Medical professionals--pediatricians, orthopedists, sports medicine specialists--are **valuable allies** in community bike safety campaigns, because they carry authority in the community.

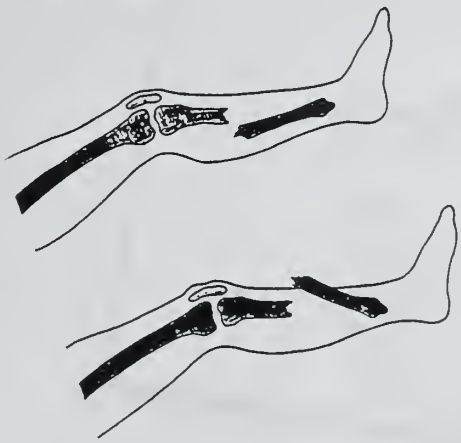
HMOs and health clinics are excellent sites for dispensing bike safety materials and information.

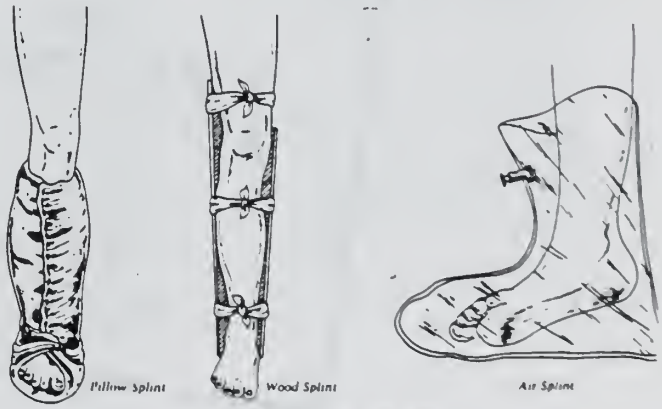
If a local **medical professional is also an avid cyclist**, he or she might be willing to speak on injuries and bike safety at a community or school event.

For other suggestions involving medical professionals, refer to the **two guides in this kit** produced by pediatricians.



Five Types of Fractures



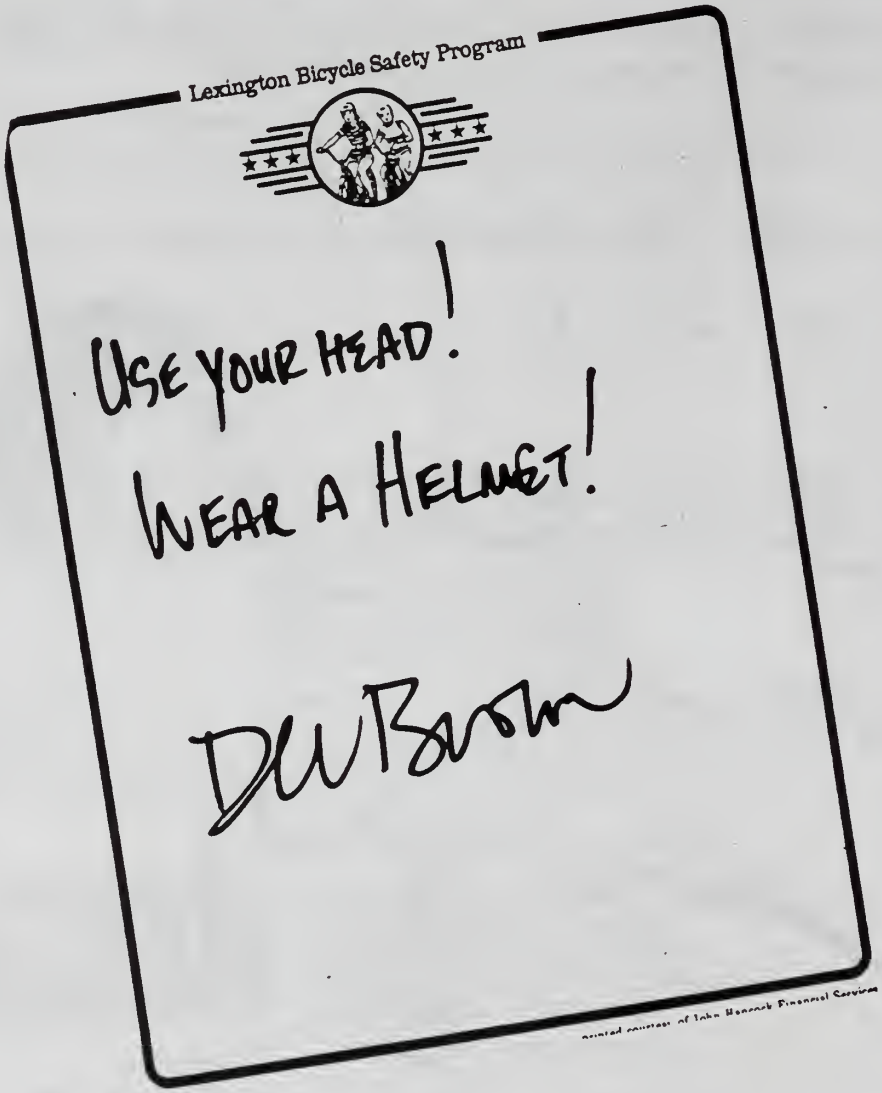


Pillow, Air, and Wood Splints

MEDIA IDEAS

Ask **local cable TV stations** and network TV affiliates to cover local biking events, such as fairs, parades, campaigns, or rodeos.

Ask **local sports figures** to lend their names in media campaigns. Lexington parents and students attended a Boston Celtics practice game--and convinced star basketball players Dee Brown and Sherman Douglas to endorse a helmet campaign!



MORE MEDIA IDEAS

Personal stories are usually more effective than statistics in convincing people of the importance of bike safety. Use your own experiences and experiences of friends and family.

Write **thoughtful, informative letters** to newspapers, responding to articles about bicycling issues.

For other media-related ideas, see samples of public service announcements (PSAs) and articles in the display folder.

Boston lacks creativity in bicycle projects

I read with interest the Aug. 6 editorial about traffic problems on bikepaths and elsewhere.

Yes, the Charles River bikepaths need a posted speed limit and police on bikes to enforce it. Yet, much of the problem is with the paths, not the bicyclists. Few bicyclists can pedal more than 20 miles per hour in any case.

Some sections of the paths are relabeled sidewalks: the newly built parts have blind corners, sharp-edged railings and even lampposts down the middle! Though bicycle funds paid for the paths, most users are pedestrians, whose actions defy prediction.

Well-designed paths are pleasant, but expensive. We have to adopt a broader perspective in future bicycle-related projects, since most bicycle use will continue to be on streets and roads, which already serve all destinations.

Massachusetts needs an updated school traffic-safety curriculum; enhanced traffic-law enforcement; and simple, low-cost on-road measures to accommodate bicycle traffic. An example: many metal detectors used in the "smart" traffic light controllers mentioned in the editorial fail to change the light to green for a bicyclist – or even a mortorcyclist – though both have the right to use the road. Simple technical solutions are available, and have been implemented in other states.

In this way, we can accommodate the growing popularity of bicycling and realize its promise as healthy recreation and economical, pollution-free transportation. I am pleased that the Globe has examined one aspect of this situation.

JOHN S. ALLEN
Boston Area Bicycle Coalition
Waltham

When writing . . .

To be published, letters must be signed, and include address and telephone number for verification. Letters should be 200 words or less; all are subject to condensation.

Address: Letters to the Editor, The Boston Globe, Boston 02107.

Will death go unheeded?

I was moved by the way the Globe reported the "hit-and-run" accident that killed young cyclist Katherine Childs. The description of the bicycle messenger's riding style as "careful" impressed me.

Bicycle messengers usually have a poor reputation; they're seen as irresponsible riders and often they annoy motorists. But this young lady, who was sitting astride her bicycle, waiting for a traffic light to change when tragedy struck, should have the respect of all motorists.

Yet, her cautious style among Boston's notorious drivers wasn't enough to save her young life – no wonder auto-insurance rates in this state are among the highest in the nation.

I'm afraid that this incident will have no effect on the poor driving habits of many Massachusetts drivers. Most simply refuse to accept the existence of people who choose to use their own non-polluting method of commuting, even though by law, bicyclists have a legal right to use the roads. The legal rights of cyclists must be publicized. Are we going to let the death of a responsible bicyclist go unnoticed?

I think it is time for all motorists to stop and examine their driving habits. Too few of them realize that the vehicle they operate is a lethal weapon. Also, the passive attitude of law-enforcement officials should be investigated by the press. Until we are willing to treat this issue seriously, Katherine Childs' death will have been in vain.

JOE CORMIER
Peabody

POLICY DEVELOPMENT IDEAS

After her child was almost injured severely in a bike collision, a woman in **Fall River** convinced the sympathetic City Council to pass a resolution to put bike safety into the school curriculum, and got the local ordinance board to consider mandating helmets for all children aged 15 and under - both in a matter of weeks!

In **Cambridge,** a group of biking advocates is working with the City Council to create a master plan for bicycling in that community.

City of Cambridge
Mayor's Bicycle Committee

Initial Report to Mayor Alice K. Wolf
and the Cambridge City Council

10/9/91

MORE POLICY IDEAS

Elementary school students in Scituate wrote essays about the importance of bike helmets and then read some of them before the Massachusetts Public Safety Committee, in support of legislation for a mandatory helmet law (see next page). Lawmakers allowed them to speak first - and listened.

FRIDAY, APRIL 3, 1992

Bike helmets for children urged

Legislative panel told of tragedies

By Toni Locy
GLOBE STAFF

Clutching her husband Tom's hand, Gail Brazil tearfully used the death of her 5-year-old daughter to illustrate the need for a mandatory helmet law for children under age 12 while riding bicycles.

Brazil, her voice cracking, told the Legislature's Joint Committee on Public Safety that doctors believe that her daughter Justine would be alive today if she had been wearing a helmet in April 1990 when she was hit by a truck.

"I never expected her to die on her bike," Brazil said. "If there's a law, there will be no excuse for ignorance and lives would be saved. Don't let this happen to another child."

Terry Dickens of Haverhill said she also never expected such a tragedy to happen to her family, but it did, twice.

Eight years ago, her nephew, Arthur Rutherford, now 13, was hit by a motorcycle as he walked his bike across a street in Lawrence. Nearly two years ago, her son, Travis, now 10, was hit by a car while on his bike in Haverhill.

Neither boy was wearing a helmet and neither will ever be the same, she said. Arthur, who now has vision problems, will never be able to read or write. Travis, once a passive boy, is aggressive and has a short attention span that precludes him from learning even how to play games such as baseball, Dickens said.

Those parents were joined yesterday by more than a dozen Scituate elementary school students, who urged the committee to act favorably on the bill.

"It is well within your power and your duty ... to protect children riding bikes," said Brigid Considine, a fourth grader at Hatherly Elementary School.

Several students said that if they were required to wear helmets, they could better resist peer pressure and teasing they get for wearing them.

Kate MacDonald, 10, said children "would not worry about fitting in but obeying the law.".

Students also testified about close calls they have had on their bikes and that they and their doctors believe that wearing helmets saved their lives.

Adam Duffy, a fifth grader, said he has worn a helmet while on his bike ever since he fractured his skull in a fall while biking without a helmet.

Adam Casavant, 11, was wearing a helmet when he rode down a driveway on his bike and collided with a car. He said he hit the car so hard that his head shattered the windshield.

Casavant walked out of a hospital two hours later, he said, because he was wearing a helmet, which he carried with him to the hearing. But not all children are so lucky.

Sen. Lois Pines (D-Newton), the bill's sponsor, said 352,000 children are hurt in the United States each year while riding bikes. She said 50,000 of them sustain head injuries, of which 400-500 are fatal.

As the children and mothers testified in favor of wearing helmets, about 150 motorcyclists waited to voice their support of a bill that would relax the mandatory helmet law for motorcyclists.

William Gannon, a member of several motorcycle organizations and political action groups, said the issue is about choice. He asserted that motorcycle fatalities have decreased recently, not because of helmets but because riders are more careful.

The bill would prohibit police from stopping motorcyclists for not wearing helmets.

MORE POLICY-DEVELOPMENT IDEAS

This **Massachusetts bill** would require all bicyclists under the age of 12 to wear a helmet. It is being supported by a wide coalition of safety advocates.

SENATE . . . . . No. 1037

By Ms. Pines, petition (accompanied by bill, Senate, No. 1037) of Lois G. Pines for legislation to require the use of helmets for bicycle riders and their passengers who are under the age of twelve. Public Safety.

The Commonwealth of Massachusetts

In the Year One Thousand Nine Hundred and Ninety-Two.

AN ACT REQUIRING THE USE OF HELMETS FOR BICYCLE RIDERS AND THEIR PASSENGERS WHO ARE UNDER THE AGE OF 12.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 The second paragraph of section 11B of chapter 85 of the
2 General Laws, as appearing in the 1990 Official Edition is hereby
3 amended by striking out clause (2) and inserting in place thereof
4 the following clause: —
5 (2) (a) The operator shall ride only upon or astride a perma-
6 nent and regular seat attached to the bicycle; a passenger shall
7 ride only upon or astride a permanent and regular seat attached
8 to the bicycle or to a trailer towed by the bicycle.
9 (b) The operator shall not transport another person four years
10 of age or younger, or weighing forty pounds or less, on a bicycle,
11 except in a baby [illegible], so-called, attached to the bicycle, in which
12 such other person shall be able to sit upright, provided, however,
13 that such seat is equipped with a harness to hold such other person
14 securely in the seat and that protection is provided against the
15 feet or hands of such person hitting the spokes of the wheel of
16 the bicycle; or upon or astride a seat of a tandem bicycle equipped
17 so that the other person can comfortably reach the handlebars
18 and pedals.
19 (c) Any person under the age of 12 years operating a bicycle
20 or being carried as a passenger on a bicycle on a public roadway,
21 bicycle path or on any other public right-of-way shall wear a

MORE POLICY-DEVELOPMENT IDEAS

New Jersey is the first state to enact a bike helmet law (on July 1, 1992). So far, New Jersey estimates **40% compliance with the new law**. Now Governor Jim Florio is trying to pass bike helmet legislation both nationally and on a state-by-state basis.

A-10 Saturday, August 1, 1992/THE COURIER-NEWS •

Florio to urge helmet laws nationwide

By STEVEN COLEMAN
Courier-News Transportation Writer

Compliance with the state's 1-month-old bicycle helmet law has soared to nearly 40 percent, a state survey has found, far exceeding the expectations of state safety officials.

And the law, the first of its type in the nation, will be in the national spotlight this weekend. Gov. Jim Florio said Friday he will urge the nation's governors who attend the National Governor's Association meeting in Princeton this week to adopt a similar law in their states.

"We must give every kid in this country more than our love and encouragement when they bop on their bikes," Florio said Friday at a press conference at Johnson & Johnson in New Brunswick to celebrate implementation of the helmet law. "We must make sure they wear their helmets too."

New Jersey's law, which took effect July 1, requires bicyclists under age 14 to wear a helmet. Violators could be fined $25 if a helmet is not obtained by the court date. Second-time offenders face a $100 fine.

"It really is catching on big time," said James A. Arena, director of the Office of Highway Traffic Safety. "It just exceeded our expectations."

"We see a lot more kids wearing bike helmets, a lot more than we saw before the law," added Carol Ann Dillon of the New Jersey State Safety Council.

Arena said less than 5 percent of children nationwide wear a bike helmet. He said state officials are trying to determine what New Jersey's compliance rate was before the law took effect to illustrate the law's true impact.

The law already has been credited with saving four New Jersey youngsters from serious head injury or death after they were involved in bicycle accidents this year, Arena said.

To spur further compliance with the law, state officials plan to focus on those children who cannot afford a helmet and on educating children about the law.

Johnson & Johnson announced Friday they will donate 670 bicycle helmets for disadvantaged children in New Brunswick.

And Prescott Johnson, prevention coordinator of the New Jersey Head Injury Foundation, said the Rutgers Community Health Foundation will buy 575 helmets to be distributed to children this fall.

Gannett Outdoor Inc. also donated free space on 25 billboards for one year to build awareness of bike helmet safety throughout the state.

THE STAR-LEDGER, Saturday, August 1, 1992

'COOL, SMART AND LEGAL'

Florio, kids testify that helmeted is the only way to bike

By JULIE BEGLIN

Three children whose lives are believed to have been saved by New Jersey's new bicycle helmet law were honored yesterday in a ceremony intended to show that the law should be followed not only in New Jersey but across the country.

"Today we're here to celebrate and to get the message out," said Gov. Jim Florio, the keynote speaker at the program held at Johnson & Johnson headquarters in New Brunswick.

One of the people trying to spread the message was Janelle Blackwell of Plainsboro, who said she learned the value of bicycle helmets on June 12.

That evening she called for her 8-year-old son Bjorn to stop bike riding and come in for the night. Minutes later, her son's friend arrived at her doorstep panting, saying Bjorn had been hit by a van.

The mother ran out into the street to find that her boy had been thrown 14 feet across the road, yet suffered little more than cuts. The doctor said his helmet had saved him from potentially serious, if not fatal, injury.

"We know the consequences of what can happen," Blackwell said. "As parents we can buy a helmet, but we must make them wear it and we must make them use it."

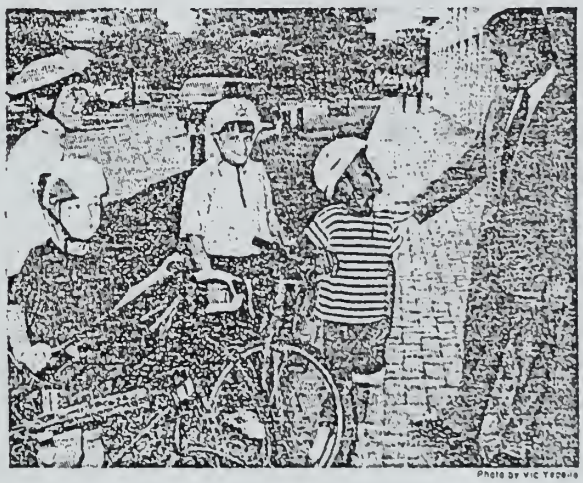


Photo by Vic Vecsilla

Gov. Jim Florio talks with two youngsters whose lives were saved by wearing bicycle safety helmets. From left are Paul Putera of Franklin Township, aspiring Olympian Aimee Gould of Williamstown and Davey Rivera of Sandyston

"It should have been done on a na[illegible] pass a law requiring children to wear [illegible]

tor of the National Safe Kids Campaign, said California, Massachusetts, Maryland, Michigan, New York, Washington and the District of Columbia have followed New Jersey's lead and introduced child helmet bills.

In addition, he said, Sen. Howard Metzenbaum (D-Ohio) introduced legislation on July 2 that would encourage states to develop helmet laws and educational programs for children.

Karen Putera of Newton said she never thought a bicycle helmet could protect a child from serious injury, until she witnessed proof.

Her 7-year-old son Paul had taken a safety course in school and badgered her for weeks to buy him a helmet. Two days after she got him the helmet, she said, "All my doubts were erased. I stood helpless as I watched my son collide with a car."

Paul, who had run into the back wheel of a car in front of his family's house, flew into the air and landed on his head. His leg was broken and his helmet split in two places, his mother said.

"I do stand beside the helmet law and I believe it should be strictly enforced," she added.

Heidi Rivera of Sandyston Township agreed, along with her son Davey, 9. He drove into a car with his bicycle [illegible]

IDEAS FOR BIKE RETAILERS

Bike shop owners and other bike retailers can promote bike safety in many ways:

- **Organizing accessories** related to bike safety--helmets, lights, reflectors, bells--in one place with a sign labeled something like: "SAFETY ITEMS".

- Displaying a variety of **ANSI/SNELL-approved bike helmets** in a range of styles, prices, and sizes. Helmets should be displayed as close to bikes as is reasonable, given a store's layout.

- **Instructing** store personnel to ask customers if they already have a bike helmet.

- Using bicycle **hang tags** (sample in display folder) on all children's bicycles on display.

- Distributing **printed materials** on bike safety for parents/adults and their children.

- **Discounting** bike helmets, or a selection of their stock; for instance, for Bike Month (observed nationally each May).

- Including bike helmets and safety tips in **advertising**.

- Showing bike safety **videos** during selected times in the store.

- **Donating** one or more youth helmets to a local elementary school for demonstration purposes.

- **Sponsoring** a bike safety poster or rap song contest and donating a bike or related prize.

Thank and promote local bike shops that contribute to bike safety projects/campaigns.